

Modular stand

SIMA

madrid international
real estate exhibition

**20-23
MAY
2010**

FERIA
DE
MADRID

Please complete this form and post or fax it **before April, 26th 2010**

Planner Reed. Departamento de Atención al Expositor
Plaza de Marqués de Salamanca 9. 28006 Madrid, Spain
Tel.: 902 151 945. Fax: 91 141 29 78.
E.Mail: atencionalexpositor@gplanner.com
www.simaexpo.com

EXHIBITING COMPANY DETAILS

Stand no.

Company:	Fiscal identification number:
Exhibit manager:	Position:
Address:	
Town/City:	Zip code:
Telephone:	Fax:
	E.Mail:
Sign that must appear on the stand (trade name):	

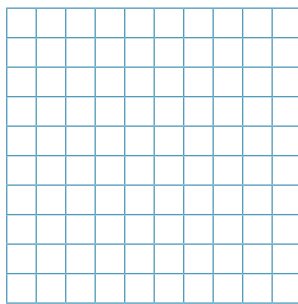
SERVICES INCLUDED

Stand structure

On page 3 of this form you will find a detailed description of each type of stand, from Type 1 to Type 4

If you require furniture, electricity, additional signs or panels, you should indicate this on the «Additional Elements» form which is attached to this Service Guide.

IMPORTANT: All material, whether structural or electrical, is hired out to you, and may not be damaged, torn or punctured.



Trace out the stand floor space required (each square corresponds to 1sqm). Mark out the location of storage, fuse box and plugs if there are any.

Calculation of the total cost of the stand TYPE 1. (Excluding VAT)

SQM REQUIRED		SQM COST	=	TOTAL COST
<input type="text"/>	x	€ 28/sqm	=	<input type="text"/>
<input type="checkbox"/>	Furniture set:	€ 157.78		<input type="checkbox"/>
				Printed graphic on vinyl

Calculation of the total cost of the stand TYPE 2. (Excluding VAT)

SQM REQUIRED		SQM COST	=	TOTAL COST
<input type="text"/>	x	€ 29/sqm	=	<input type="text"/>
<input type="checkbox"/>	Furniture set:	€ 157.78		<input type="checkbox"/>
				Printed graphic on vinyl

Calculation of the total cost of the stand TYPE 3. (Excluding VAT)

SQM REQUIRED		SQM COST	=	TOTAL COST
<input type="text"/>	x	€ 37.50/sqm	=	<input type="text"/>
<input type="checkbox"/>	Furniture set:	€ 157.78		<input type="checkbox"/>
				Printed graphic on vinyl

Calculation of the total cost of the stand TYPE 4. (Excluding VAT)

SQM REQUIRED		SQM COST	=	TOTAL COST
<input type="text"/>	x	€ 51.25/sqm	=	<input type="text"/>
<input type="checkbox"/>	Furniture set:	€ 157.78		<input type="checkbox"/>
				Printed graphic on vinyl

Note: there is an obligatory charge to cover waste disposal for all modular stands of € 40

According to the provisions established in Organic Act 15/99, 13 December, on the Protection of Personal Details, (LOPD, its abbreviation in Spanish), we inform you that your personal details in this document will be included in a Planner Reed, S.L.U. file to keep you informed of issues of interest and our news, either personalized or not. This file is duly entered in the Spanish Data Protection Agency (Agencia Española de Protección de Datos). According to the provisions established in article 21 of Act 34/2002, 11 July, on electronic commerce and information society services, you expressly authorize us to send promotional or sales literature to the e-mail address provided, or by any other equivalent electronic communication. You may revoke your consent by writing to Planner Reed, S.L.U., Pza. Marqués de Salamanca, 9, 28006 Madrid, where you may also exercise your rights of access, rectification, cancellation or opposition according to the provisions established in current legislation. Your consent to receive sales literature electronically may also be revoked at any moment at baja@gplanner.com

Exhibitor's approval (signature and company stamp)

2010

FREE SERVICES

- **General invitations:** go to marketing@gplanner.com
- **Passes for stand personnel and badges for managers:** go to www.simaexpo.com/restringido (MY SIMA Exhibitors)

MANDATORY SERVICES

- **Cleaning of the stand.** Indicate with a cross the type of cleaning that you wish to hire.

Cleaning type A: € 4.27 x _____ sqm

Cleaning type B: € 6.28 x _____ sqm

- **Civil liability and Multiferia insurance.**

I wish to contract both types of insurance through the Exhibition organizer

I will contract my own civil liability insurance * **

(*) You must provide proof that you have contracted insurance before February 11th 2007. Otherwise, Grupo Planner will contract it for you on your behalf and will invoice you the amount due.

(**) The Multiferia insurance is mandatory and must be contracted through Grupo Planner.

- **Assembly fees.** Indicate the number of square meters that your stand has.

SQM FIRST STORY		ASSEMBLY FEES		TOTAL ASSEMBLY FEE
	x	€ 5.85/sqm	=	

- **Electricity (mandatory).** Indicate the total number of watts that your stand's electrical installation will require.

Price: € 21 kW/show: (service line and consumption only). Extra electricity € 21 Kw

TOTAL SQM		MINIMUM CONSUMPTION		WATTS		EXTRA WATTS		TOTAL WATTS REQUESTED
	x	130w/sqm	=		+		=	

OPTIONAL SERVICES

- **Water and drainage.** I wish to hire the following:

Water connection and drainage

Water outlet connection

1 linear meter of extra hose

Sink

- **Security services. I wish to hire extra security service:**

_____ no. hours. Timetable and day(s): _____

- **Telephone lines.** I wish to hire the following telephone lines:

Telephone line. Number of lines: _____

Fax Line: Number of lines: _____

RDSI: Number of lines: _____

Internet Wifi (1 user / exhibition)

Internet Wifi (1 user / 1 day)

Internet Wifi (5 users / exhibition)

Cable UTP connexion

Data various position network

Teleline steps

Additional user Data Network

ADSL

- **Hostesses.** I wish to hire the following hostesses:

Days	Jueves	Viernes	Sábado	Domingo
Number of hostesses without language				
Number of hostesses with language				
Additional Hour				
Hostess other languages / plus				
Number of image hostess				

Hostess all the exhibition without language _____

Hostess without language 1/2 day _____

Hostess all the exhibition with language _____

Hostess with language 1/2 day _____

- **Parking.** I wish to hire the following parking spaces: No. of spaces _____

- **Audiovisual rental.** I wish to hire the following equipment to (availability is subject to the date when requested):

50" Plasma screen + Unicol support

B/W Laser Printer HP the whole fair

Option A

42" Plasma screen with support

Color Printer HP the whole fair

Option B

32" LCD SCREEN

LCD 1100-2000 LUMENS Projector

Option C

23" LCD SCREEN

LCD 2800-3200 LUMENS Projector

Computer System

Sound system for Press Room

- **Optional furniture and decoration.** If you require additional furniture, please indicate this on the "Additional item" hire form.

- **Advertising. I wish to receive information on the following advertising options:**

Dynamic advertising

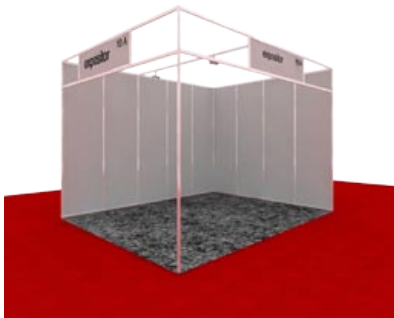
Flags

Exhibitor's approval (signature and company stamp)

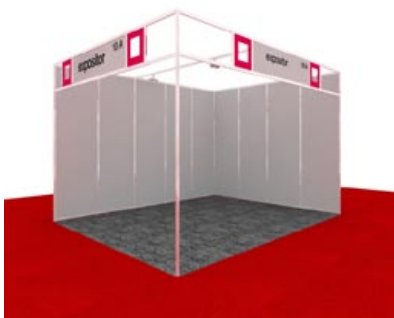
IMPORTANT. The cost of the services hired must be paid in full before the stand is assembled.

DESCRIPTION**TYPE 1**

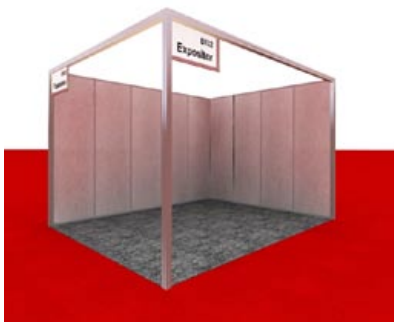
• Floored with fair carpeting and protective plastic sheeting until the event is opened. • Closure of adjacent walls using melamine panels measuring 95.5 cm x 284 cm, silver coloured and structure in anodized aluminium, octagonal system (strips and profiles) • Aluminium strips in the ceiling to hold the stand together. • Built in the octagonal system, with perimeter frieze using a panel measuring 194.5 cm x 45 cm high in silver coloured melamine and signage medium. Signage in standard sans serif lettering 8 cm. high (1 sign on each open lane). • Lighting with 75 W/sqm using adjustable spotlights of 300 W each. Electrical distribution board with differential and built-in single socket.

**TYPE 2**

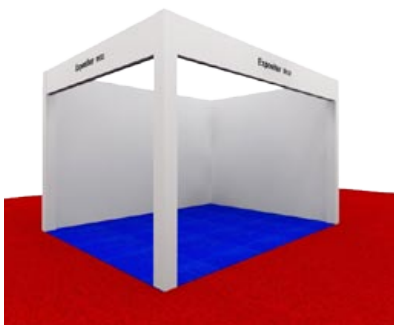
• Floored with fair carpeting and protective plastic sheeting until the event is opened • Closure of adjacent walls using melamine panels measuring 95.5 cm x 284 cm, silver coloured and structure in anodized aluminium octagonal system (strips and profiles) • Aluminium strips in the ceiling to hold the stand together. • Built in the octagonal system, with perimeter frieze using a panel measuring 194.5 cm x 45 cm high in silver coloured melamine and signage medium. Signage in standard sans serif lettering 8 cm. high (1 sign on each open lane). • Square decorative detail in melamine and painted in the same colour as the carpet chosen by the fair's organizers. • Lighting with 75 W/sqm using adjustable spotlights of 300 W each. Electrical distribution board with differential and built-in single socket.

**TYPE 3**

• Floored with fair carpeting and protective plastic sheeting until the event is opened. • Closure of adjacent walls using melamine panels measuring 95.5 cm x 284 cm, silver coloured and structure in anodized aluminium octagonal system (strips and profiles) • Aluminium strips in the ceiling to hold the stand together. • Frieze in the MAXIMA system, and methyl acrylate element for signage medium. Signage in standard sans serif lettering 8 cm. high (1 sign on each open lane). • Lighting with 75 W/sqm using adjustable spotlights of 300 W each. Electrical distribution board with differential and built-in single socket.

**TYPE 4**

• Stand built with wooden chipboard panels and structure ready for painting with acrylic paint (colour to be chosen by exhibitor). • Flooring without dais with M-3 fireproof fair carpeting on the entire surface area of the stand, with protective plastic sheeting until the opening of the Fair. • Signage with standardized lettering on the frontis of all façades opening onto a corridor with the name of the exhibitor and the stand number. • Mains connection and electricity distribution board with magnetothermal differential and a single 500 W socket, ready to withstand a power rating of 130 W/sqm. Lighting by means of 300 W halogen spotlights mounted on rails to provide 50 W/sqm.



For all STAND TYPE, the organization offers the possibility of contracting:

- Standard furniture set comprising: • Black litter bin • Round white table • Silver counter 100 x 50 with door and lock • Grey “forum” seat (3) • TEO stool
- Printed graphic on vinyl for the walls of the stand: Planner Reed recommends the use of inkjet-printed vinyls to decorate the stand walls: • place the vinyl directly on the panel, with one graphic element per panel, each one independent (image 2) • place the vinyl on the perimeter of the stand without any interruption at the panel divisors, we recommend fixing the vinyl onto lightweight cardboard and the cardboard on the panel (image 1)